i drive a truck for a living in florida. i might drive from one end of the state to the other and like to know the weather and traffic conditions in advance so i can plan my stops along the way. i can't get the weather in jacksonville while i am in miami from radio broadcasted over the air. i am paying for this service same as you would pay for service on premium cable television to avoid all the commercial junk you have to listen to on broadcasted radio.